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The Role of Key Opinion Leaders and Customer Experience on Purchase Decisions: The Mediating Effect of Brand Image

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Abstract:
Background: Indonesia has become one of the countries with the highest number of mobile game downloads, with a total of 3.65 billion downloads in 2023, emerging as one of the largest mobile game markets in the world. This study examines the role of *Key Opinion Leaders* and *Customer Experience* in purchasing decisions for hero skins in the Mobile Legends game, with *Brand image* as a mediating variable. This study aims to understand the relationship between variables and their impact on consumer behavior.
Research method: The type of research used in this study is quantitative exploratory. Exploratory research is a type of research that examines the causal relationship between the variables used in this study. The population used in this study are consumers who have purchased Mobile Legends skins within the past year. The sample size in this study is 253 respondents.
Research results: The descriptive analysis results for each indicator in the Key Opinion Leader, Customer Experience, Brand Image, and Purchase Decision variables are valid and reliable. The hypothesis in this study is accepted and has a high enough influence and significance.
Conclusion: Based on the results of this study, it was found that Key Opinion Leaders and Customer Experience have a positive influence, both directly and indirectly, on Purchase Decision through Brand Image. These findings indicate that an approach that combines digital strategies through KOL and improved Customer Experience can strengthen Brand Image and encourage consumer purchasing decisions. This reinforces the important role of digital marketing communication and customer experience in the context of the creative and digital industries.

Keywords: Brand image, Customer Behavior, Customer Experience, Key Opinion Leader, Purchase Decision.

Introduction

Technological advances in the modern era have encouraged people to increasingly rely on the internet in carrying out their daily activities. Accessing the internet via smartphones makes various activities easier and more efficient (Mukti & Marline, 2023). The rapid development of digital technology marks the arrival of the Industry 4.0 era, where digitalization is becoming more apparent and enables many activities to be carried out online. These changes have had a significant impact, making digital technology an important part of meeting the needs of today's society. One sector that has experienced rapid growth is the gaming industry, especially during the COVID-19 pandemic. According to a report from Newzoo (2023), the global gaming market is estimated to generate USD 183.9 billion in revenue with more than 3.3 billion players in that year. In Indonesia, the mobile gaming sector has shown significant growth. In 2023, spending on mobile games in Indonesia reached USD 370 million or around IDR 5.9 trillion, in line with the global trend where mobile gamers spend USD 1.64 billion every week and download nearly 1.2 billion games globally. Indonesia has become one of the countries with the highest number of mobile game downloads, with a total of 3.65 billion downloads in 2023, emerging as one of the largest mobile game markets in the world. Additionally, according to (Imanudin & Sulhan, 2023), internet technology has changed the way we interact with services. One significant phenomenon that has emerged is increased access for more people to download and play mobile games, thanks to advances in telecommunications technology that provide faster and more affordable internet access. The best-selling MOBA game in Indonesia, according to goodstats.id, which took data from Statista in 2023, revealed that Mobile Legends: Bang Bang (MLBB) ranked first with a total of around 27 million downloads, making it the best-selling MOBA game in Indonesia.

Based on the empirical data described earlier, it can be seen that the market value of Mobile Legends has a very high market volume. The high number of players who download this game also results in very high skin sales in Mobile Legends, which is inseparable from the *purchase decisions* made by Mobile Legends players in Indonesia (Santoso & Riyanto, 2023). *Purchase Decision* is a complex process influenced by various factors, including consumers' perceptions of *brand image* and effective promotions.

Various studies on *Purchase Decision* have been conducted. Based on a literature review, several predictor variables used include Live *Streaming* of Marketing Content, Online Customer Reviews (Imanudin & Sulhan, 2023), Promotions, Online Consumer Reviews, Brand Image (Dwi Cahya, Eddy Prabowo and Stikubank Semarang, 2023), Content Marketing Brand Ambassador Brand Awareness (Nur Cahyo Bagas Pamungkas et al., 2024), Visibility Credibility Attractiveness Power (Lingga Yuliana, 2023), Key Opinion Leader (KOL) Strategy. Brand Awareness (Aryo Bismo et al., 2022) *Key Opinion Leaders* and Customer Reviews (Febiana, 2024), *Customer Experience (Yodi Salo Tangkuan et al., 2023), Purchase Decision* and *Customer Experience (Aqewno et al., 2023),* Purchase Decision, Brand Image and *E-Customer Experience (Alfira Nisa et al., 2022).*

Based on previous research, various predictor variables have been used to study *Purchase Decision*. However, no single research model can be generalized to all studies on *Purchase Decision*, therefore an alternative research model on *Purchase Decision* is needed. Based on the results of a literature review analysis, the use of *Key Opinion Leader* variables to examine *Purchase Decisions* is still very rare, which is a research gap that provides opportunities for researchers to conduct *Purchase Decision* research using Key Opinion Leader predictor variables. In addition to *Key Opinion Leaders*, based on research conducted by (Pratama et al., 2024), *Customer Experience* has become the main focus in modern marketing strategy because of its significant influence on purchasing decisions and customer loyalty. In an era of increasingly fierce competition, companies are not only required to provide quality products or

services, but also to deliver a comprehensive and positive customer experience at every point of contact (Monica, 2020).

Based on the phenomena and research gaps mentioned above, this study aims to contribute to the creation of a new research model as a novelty in research on the relationship between *Key Opinion Leaders* and *Customer Experience* on *Purchase Decisions* mediated by *Brand Image*.

Literature Review

Purchase Decision

Purchase Decision is the resolution of problems in human activities in completing problems in the purchase of goods or services to meet human needs. According to Kotler (2016), Purchase Decision is the action of consumers to buy or not to buy a product. From several definitions of purchase decisions, it can be concluded that a purchase decision is an action taken by consumers in deciding to buy goods or services they need. Kotler mentions that there are four indicators for determining purchasing decisions, which are outlined in the AIDA model. The AIDA model (Attention, Interest, Desire, Action) is known as a marketer's way of designing messages that are conveyed with the right words so that a decision to purchase a product is made.

Key Opinion Leader

Key Opinion Leaders (KOLs) are experts whose views are valued within an industry or field of study, and who are followed by a wider audience (He & Jin, 2024). They usually have followers who are targeted at specific segments. In other words, Key Opinion Leaders can be considered experts, professionals, or specialists who are trusted by many people. Usually, trust in a Key Opinion Leader is based on their knowledge or experience in a particular field (Lingga Yuliana, 2023). Key Opinion Leaders are used to promote or increase the spread of an innovation. The specific characteristics of a Key Opinion Leader include an identity or trait that makes them easily recognizable (Permana et al., 2024). One of these is the closeness or familiarity of Key Opinion Leaders with their audience, referred to as Familiarity. Then there is Trustworthiness, which indicates the ability of Key Opinion Leaders to be trusted. In addition, there is Expertiseness, which indicates the knowledge, experience, or skills possessed by Key Opinion Leaders (Baharsyam and Wahyuti, 2022).

Customer Experience

Customer Experience is the interaction and perception experienced by customers when interacting with a platform, covering various aspects, including ease of transaction, clarity of information provided, support provided by customer service, and overall service quality, with the aim of meeting customer expectations (Felix et al., 2024).

Brand Image

According to (Kotler & Keller, 2006), brand image is the process by which a person selects, organizes, and interprets information inputs to create a meaningful picture. According to (Leon G. Schiffman & Leslie Lazar Kanuk, 2012), brand image is a lasting perception, formed through experience, and is relatively consistent. When making a purchase decision, consumers generally look at brands that are popular and trusted, so a good brand image generally increases confidence, which can impress consumers on the products offered, leading them to choose to buy and use those products (Nurhayati, 2017).

Research Hypothesis

Based on the above explanation, the research hypothesis in this study is formulated as follows:

H1: Key Opinion Leaders have a positive influence on Purchase Decisions.
H2: Key Opinion Leaders have a positive influence on brand image.
H3: Brand image mediates the influence of Key Opinion Leaders on Purchase Decisions.

H4: Customer Experience has a positive influence on Purchase Decision.
H5: Customer Experience has a positive influence on Brand Image.
H6: Brand image mediates the influence of Customer Experience on Purchase Decision.
H7: Brand image has a positive influence on Purchase Decision
H8: Key Opinion Leaders and Customer Experience have a simultaneous effect on Purchase Decision, with Brand Image as the mediator.

Research Method

The type of research used in this study is quantitative exploratory. Exploratory research is a type of research that examines the causal relationship between the variables used in this study. The population used in this study are consumers who have purchased Mobile Legends skins within the past year. Meanwhile, the number of samples used in this study refers to (Hair et al., 2022), where the number of samples is determined based on the number of research indicators multiplied by ten. In this study, the number of indicators used is 20 indicators, so the minimum number of samples used is 200 respondents.

Validity test

The validity test of the research instrument in this study used the Pearson Product-Moment Correlation Coefficient calculation, using the formula:

$$r\ hitung = \frac{n\ \Sigma\ XY - (\Sigma\ X.\Sigma\ Y)}{\sqrt{\{n\ \Sigma\ X^2 - (\Sigma\ X^2)\}\{\ n\ \Sigma\ \ Y^2 - (n\ \Sigma\ \ Y^2\}}} \dots\dots\dots\dots\dots\dots\dots$$

Where the research instrument can be said to be valid if it has a calculated r value greater than the table r.

Reliability Test

In assessing the reliability of the research conducted, the Spearman-Brown criteria method was applied to measure the reliability of the questionnaire instrument in the field of psychometrics and statistics. This method serves to reduce or break down the number of items contained in the reliability instrument. Using the following formula:

$$rtotal = \frac{k.rsplit}{1\ + (k-1).rsplit}$$

Data Analysis Techniques

In this study, the analysis method used is smartPLS SEM (Partial Least Square – Structural Equation Modeling). This model was chosen based on its ability to explain the relationship between variables and perform analysis in a single test. This model is also effective in measuring variables that cannot be measured directly, using other indicators ( ), thus enabling clearer and more detailed data calculation and analysis. According to (HAIR et al., 2022), the PLS-SEM analysis process includes data collection, outer model analysis, and inner model analysis.

The outer model or measurement model is used to interpret how each indicator is directly related to latent variables. Meanwhile, the inner model in the SEM-PLS research model is used to describe the relationship between exogenous (independent) latent variables and endogenous (dependent) latent variables.

Results

This study involved 253 respondents who participated in filling out an online questionnaire to collect the required data. Based on the descriptive analysis for each indicator in the Key Opinion Leader, Customer Experience, Brand Image, and Purchase Decision variables, the results can be seen in Table 1:

NO	Variable	Achievement	Description

1	Key Opinion Leader	92	High
2	Customer Experience	93	High
3	Brand Image	89	High
4	E-Purchase Decision	84	High

Table 1. Recapitulation of Descriptive Analysis of Research Variables

Validity Test Results

The validity test results for the instruments in this study show that the indicators used in this study are valid, because the calculated r value is greater than the table r value. The summary of the validity test results for the instruments in this study can be seen in Table 2:

No. Instrument Item	Calculated r	Table r	Sig	Decision
ITS1	0.765	0.334	0.01	Valid
ITS2	0.529	0.334	0.02	Valid
VOO1	0.772	0.334	0.01	Valid
VOO2	0.875	0.334	0.01	Valid
CNT1	0.859	0.334	0.01	Valid
CNT2	0.625	0.334	0.01	Valid
RCT1	0.886	0.334	0.01	Valid
RCT2	0.913	0.334	0.02	Valid
RPT1	0.910	0.334	0.01	Valid
RPT2	0.902	0.334	0.01	Valid
AFN1	0.823	0.334	0.01	Valid
AFN2	0.873	0.334	0.01	Valid
ABT1	0.903	0.334	0.01	Valid
ABT2	0.815	0.334	0.01	Valid
ITG1	0.843	0.334	0.01	Valid
ITG2	0.850	0.334	0.01	Valid
BVL1	0.885	0.334	0.01	Valid
BVL2	0.836	0.334	0.01	Valid
MT1	0.863	0.334	0.01	Valid
MT2	0.873	0.334	0.01	Valid
ME1	0.722	0.334	0.01	Valid
ME2	0.782	0.334	0.01	Valid
MP1	0.832	0.334	0.01	Valid
MP2	0.762	0.334	0.01	Valid

Table 2. Summary of Research Instrument Validity Test Results

Next is the reliability test of the research instruments. All research instruments in this study are reliable, because all instruments in this study have a Cronbach's Alpha value above 0.70 (Hair et al., 2014). Details of the results of the research instrument reliability test can be seen in Table 3:

Variable	*Cronbach's Alpha*	*Number of Items*

E-WOM	0.810	30
Brand Image	0.941	30
E-Trust	0.923	30
E-Purchase Intention	0.896	30

Table 3. Summary of Research Instrument Reliability Test Results

Discussion

Table 1. The Significance of The Relationship in The Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Image -> Purchase decision	0.363	0.367	0.094	3.854	0.000
Customer Experience -> Brand Image	0.483	0.472	0.087	5.57	0.00
Customer Experience -> Purchase decision	0.227	0.227	0.065	3.47	0.001
Key Opinion Leader -> Brand Image	0.426	0.412	0.097	4.398	0.000
Key opinion leader -> Purchase decision	0.421	0.227	0.065	3.47	0.001

Table 4. The Significance of The Relationship in The Model

Based on the statistical data presented in Table 4, the following interpretation can be made:
Brand Image has a positive and significant effect on Purchase Decision, with a coefficient value (Original Sample) of 0.363 and a p-value of 0.000 ($p < 0.05$). This indicates that the better the brand image, the higher the tendency for consumers to make a purchase decision. Furthermore, Customer Experience has a positive and significant effect on Brand Image, with a coefficient value (Original Sample) of 0.483 and a p-value of 0.000 ($p < 0.05$). This indicates that a positive customer experience can significantly improve brand image. Furthermore, Customer Experience has a positive and significant effect on Purchase Decision, with a coefficient value (Original Sample) of 0.227 and a p-value of 0.001 ($p < 0.05$). Although the coefficient is relatively small, the effect of customer experience on purchasing decisions remains significant. Furthermore, Key Opinion Leaders (KOL) have a positive and significant effect on Brand Image, with a coefficient value (Original Sample) of 0.426 and a p-value of 0.000 ($p < 0.05$). This finding shows that KOLs have a strong influence in shaping brand image. Furthermore, Key Opinion Leaders (KOLs) have a positive and significant effect on Purchase Decision, with a coefficient value (Original Sample) of 0.421 and a p-value of 0.001 ($p < 0.05$). This confirms that recommendations or views from KOLs are very influential in driving consumer purchasing decisions.

Based on Hair et al. (2022), the R-Square value is used to measure the ability of predictor variables in explaining endogenous variables. The interpretation of R-Square is classified into three categories, namely 0.75 (strong/substantial), 0.50 (moderate), and 0.25 (weak).

	R-square
Brand Image	0.432
Purchase decision	0.621

Table 5. R Square

In this study, the R-Square value for the Brand Image construct is 0.432, which is in the moderate category, indicating that the model is able to explain 43.2% of the variation in Brand Image. Meanwhile, the Purchase Decision construct has an R-Square value of 0.621, which is in the strong category, meaning that only 62.1% of the purchase decision variables can be explained by the predictor construct in the model. This value is acceptable in complex social or consumer behavior research.

Conclusion

This study aims to analyze the influence of Key Opinion Leaders and Customer Experience on Purchase Decision, with Brand Image as a mediating variable. Based on the results of data processing and SEM-PLS analysis, it was found that the hypotheses in this study were accepted. Key Opinion Leaders and Customer Experience were found to have a positive influence, both directly and indirectly, on Purchase Decision through Brand Image. These findings indicate that an approach combining digital strategies through KOLs and improvements in Customer Experience can strengthen Brand Image and encourage consumer purchase decisions. This reinforces the important role of digital marketing communication and customer experience in the context of the creative and digital industries, particularly in gaming products such as Mobile Legends.

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